



Hasbro Teams up with Demi Lovato to Introduce New TWISTER MOVES Line

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Demi Lovato Invites Fans Around the World to Show Off Their Moves In "The Biggest Game of Twister Ever!"

PAWTUCKET, R.I.--(BUSINESS WIRE)-- [Hasbro, Inc.](#) (NASDAQ: HAS) has joined forces with multi-talented recording artist, performer and actress Demi Lovato to introduce exciting ways to move with the new TWISTER MOVES line. Demi will be calling on LOVATICS and TWISTER fans on social media worldwide to play along in "The Biggest Game of TWISTER Ever" by following her online and showing off their moves with the hashtag #LetsMove. On March 10th at 4pm EST, Demi will take over the Twister Twitter handle @Twister to kick off "The Biggest Game of TWISTER Ever!" Fans can play along virtually from almost anywhere, even without a TWISTER mat, by taking a photo or video of their moves to match Demi's instructions and tweeting it back to her @Twister with the hashtag #LetsMove. To keep the game going, fans can continue to share their moves with Demi and the TWISTER brand throughout 2015 with the #LetsMove hashtag. Demi Lovato will also star in a global television campaign for the TWISTER MOVES line featuring her hit song, "Neon Lights."



"We are thrilled to be teaming up with Demi Lovato because she embodies the TWISTER brand which is all about empowering others to play, be active and have fun," said Jonathan Berkowitz, vice president of global marketing for gaming at Hasbro. "The TWISTER MOVES campaign will create a fun, new way for fans to engage with the brand with "The Biggest Game of TWISTER Ever" by connecting them with each other and Demi through social media."

"I am excited to team up with Hasbro and can't wait to see how my fans show off their creativity during "The Biggest Game of TWISTER Ever!" said Demi Lovato.

The TWISTER MOVES line lets players track their skips, hoops, and moves while trying to beat their best scores. Available now and each sold separately, the TWISTER MOVES SKIP-IT game and TWISTER MOVES Hoop include a built-in counter that keeps track of players' skips and spins. This fall, players can also show off their favorite moves with the TWISTER MOVES HIP HOP SPOTS electronic dance game by matching their feet to the beat and flashing colors on the spots to score. Players can use the TWISTER MOVES

Hasbro teams up with Demi Lovato to introduce new Twister Moves line (Photo: Business Wire)

Moves Tracker (available now and sold separately) to digitally track moves and combine scores across the TWISTER MOVES system, including their moves playing the classic TWISTER game.

The TWISTER MOVES line is for ages 6 and up and available for purchase at most major retailers nationwide and at [HasbroToyShop.com](#). Learn more about the TWISTER brand at [Facebook.com/HasbroGaming](#) and [@HasbroNews](#) and by following the #LetsMove and #TwisterMoves hashtags. Find additional product information and images for the TWISTER MOVES line at [newsroom.hasbro.com](#).

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About Hasbro Inc.

[Hasbro](#) (NASDAQ: HAS) is a global company committed to Creating the World's Best Play Experiences, by leveraging its beloved brands, including LITTLEST PET SHOP, MAGIC: THE GATHERING, MONOPOLY, MY LITTLE PONY, NERF, PLAY-DOH, TRANSFORMERS, and premier partner brands. From toys and games, television programming, motion pictures, digital gaming and a comprehensive lifestyle licensing program, Hasbro fulfills the fundamental need for play and connection for children and families around the world. The Company's Hasbro Studios creates entertainment

brand-driven storytelling across mediums, including television, film and more. Through the company's commitment to corporate social responsibility, including philanthropy, Hasbro is helping to build a safe and sustainable world and to positively impact the lives of millions of children and families every year. Learn more at www.hasbro.com and follow us on Twitter ([@Hasbro](https://twitter.com/Hasbro) & [@HasbroNews](https://twitter.com/HasbroNews)).

About Demi Lovato

Demi Lovato is a singer, songwriter, and television star with a fan base that includes over 27 million die-hard Twitter followers and 38 million fans on Facebook. She is a platinum-selling recording artist whose latest album, *Demi*, hit #1 on iTunes in over 50 countries around the world. The lead single, "Heart Attack," earned Platinum status just ten weeks after its launch. Lovato recently wrapped the North American and European leg of her WORLD TOUR in November and is heading to Australia, New Zealand and Asia this year. DEMI WORLD TOUR followed her first headlining and sold-out, NEON LIGHTS TOUR, named after her platinum single and Top 5 radio hit off her album, *Demi*. In addition to her musical accomplishments, this past year, her book, "Staying Strong: 365 Days a Year," became a New York Times best-seller and she created "Staying Strong: A Journal" to coincide, while simultaneously launching her very own skin-care line, *Devonne By Demi* and hair extension line, *Secret Color*. Lovato was also named the first ever global ambassador for NYC New York Color Cosmetics and is the face of SKECHERS Global Campaign. As an outspoken advocate for young people everywhere, Lovato has become a role model by talking openly about her personal experiences and speaking out against bullying among other issues. She serves as an official Ambassador for We Day as well as Free The Children and recently launched The Lovato Treatment Scholarship Program, which helps people struggling with mental health and/or addiction issues cover the cost of treatment.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20150309005715/en/>

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